



CATAWBA COUNTY

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Public Health

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Catawba County Public Health, American Cancer Society and local restaurants team up to help smokers "kick the habit" for the Great American Smoke Out on November 15, 2007

Tobacco use is the most preventable cause of death in the United States, killing more than 440,000 Americans each year. Smoking is responsible for 1 in 5 deaths and costs the US over \$167 billion each year in healthcare costs and lost productivity.

Every year, smokers across the nation take part in the American Cancer Society's "Great American Smoke Out". The event, which took place on November 15, 2007, challenges smokers to smoke less or quit for a 24-hour period in the hopes that it will inspire them to stop smoking completely.

In response to this national event, Catawba County Public Health, which adopted a 100% tobacco free policy banning all tobacco products from its campus in July 2005, and the American Cancer Society conducted a series of activities throughout the community and in the public schools. In observance of the Great American Smoke Out, on **November 15, 2007**, the following activities helped raise awareness of the dangers associated with tobacco use and promote cessation opportunities to smokers:



(Left to right): Barbara Rush, American Cancer Society; Darrell Wireman, Chili's Manager; Jennifer Shomaker, Public Health.

- Enjoy a smoke-free meal at **Chili's Bar and Grill of Hickory**. Don't forget to thank the management and staff at Chili's for declaring the entire restaurant smoke-free on November 15th.
- Every day smoke-free restaurants, **Chick-Fil-A** on Hwy 70, **Butch's Bar-B-Q** on Hwy 70 and at the **Nestle Toll House Café** on Hwy 127, made tobacco cessation information available to anyone who stops in. Thank the staff and management at these establishments for providing a smoke-free restaurant *every day*.
- **Catawba County Public Health** set up a display on the dangers of tobacco use with educational brochures and cessation resources located inside the main entrance.
- The **Newton Conover Health and Science School Tru Team**, a tobacco education club, arranged a tobacco display at **Newton Conover High School** during lunch. Students were offered tobacco educational materials and cessation resources.

"Keeping the Spirit Alive Since 1842!"



Tobacco Statistics:

- Nationwide, the tobacco industry spends \$13.4 billion on tobacco marketing each year. This is enough to buy everyone under the age of 18 in the U.S. an iPod Nano.
- Every year, more people die as a result of tobacco use than AIDS, alcohol, traffic accidents, fire, illicit drug use, murder and suicide combined
- According to data from the Campaign for Tobacco Free Kids, approximately 20.3% of high school students in North Carolina smoke cigarettes.
- Approximately 416,000 kids are exposed to secondhand smoke at home in North Carolina.
- In North Carolina, 11,900 adults die each year from their own smoking.
- Reducing the number of young people who take up smoking will help reduce the estimated \$5.76 billion North Carolina spends each year to cover healthcare costs and lost productivity costs related to smoking.

For more information about tobacco, and/or for a complete list of smoke free restaurants in Catawba County, visit www.smokefreecatawba.com or call Jennifer Shomaker, Tobacco Prevention and Cessation Coordinator, at (828) 695-5843.